



Wisconsin 5 A Day Coalition

Meeting Minutes

November 12, 2004

In Attendance: Karen Kritsch, Jodi Klement, Diane Moreau-Stodola, Sandra Poehlman, Amy Ellestad, Tony Zech, Pat Zapp, Tom Lochner, Judy Mayer-Kieckhefer, Lisa Stark, Mary Jo Brink, Julie Allington, Mary Pesik, & Amy Meinen

Not Able to Attend: Rachelle Batnick, Diana Ditsch, Angela Hemauer, Tim Metcalf, Paula Lickteig, Rich Mortenson, Susan Peterman, and Tom Thieding.

- I. **Introductions:** Coalition members introduced themselves.
- II. **September Meeting Overview:** Amy quickly gave a brief overview of the September 5 A Day Coalition meeting held on September 20, 2004. No additions or corrections to the meeting minutes were suggested.
- III. **5 A Day Program Update:**
 - a. **National 5 A Day Month:** Amy discussed the 2004 National 5 A Day Month, which was held in September with the group. Since the coalition is relatively new, Amy was only able to send out sample press releases for local health departments and WIC projects to use.
 - b. **Got Dirt? Garden Toolkit:** The Got Dirt? Garden Toolkit is currently being written with an anticipated release date of mid-January 2005. The purpose of the garden toolkit is to encourage the implementation of community, school, and childcare gardening projects. The secondary purpose of the toolkit is to encourage consumption of fresh fruits and vegetables. In addition to the toolkit, the Nutrition and Physical Activity Program is planning spring regional garden training sessions. The sessions will be designed to help the novice or beginner gardener. Garden trainings, featuring local Master Gardeners, will take place in eight locations around Wisconsin (Hayward, Rhinelander, Stevens Point, Green Bay, Platteville, East Troy, and McFarland). **If you would like a copy of the Got Dirt? Garden Toolkit, please email Amy at meineam@dhfs.state.wi.us.**
 - c. **5 A Day Order Form:** Amy and Mary Pesik have been working to create an ordering system for 5 A Day materials. The faxable-order form for free 5 A Day materials will be available for use in early 2005, once Amy is able to build up a stock of materials.
 - d. **State of the Plate Report:** Amy shared copies of the recently released 2002 State of the Plate Report compiled by the Produce for Better Health Foundation. Highlights of the report include:
 - Only 1 in 5 Americans meets the minimum requirement of 5 fruits and vegetables per day.
 - Fruit and vegetable consumption has declined nearly 14% over the past 10 years.
 - Only 13% of families with children achieve the recommended amount of fruits and vegetables each day.

- e. **2003 Behavioral Risk Factor Surveillance System (BRFSS):** The results of the 2003 BRFSS for fruit and vegetable consumption are:
- 21.5% of Wisconsin adults report consuming 5 or more servings a day of fruits and vegetables.
 - 22.4% of US adults report consuming 5 or more servings a day of fruits and vegetables.
- f. **WINPAW Listserve:** The Wisconsin Nutrition and Physical Activity Workgroup, a statewide organization for improving the health of Wisconsin residents by decreasing overweight and obesity, has a new listserve. The list is open to professionals working towards improved nutrition and increased physical activity in Wisconsin. To subscribe, go to:
<http://lists.uwex.edu/mailman/listinfo/winpaw>.

IV. **2004 5 A Day Coalition Objectives:** The group looked over the goals and objectives for the 5 A Day Coalition, previously written in 2003. Additionally, the group reviewed the 2004 National 5 A Day Partnership Plan goals and objectives for reference in writing future goals. It was decided at this point in the meeting that the coalition's structure, mission, and roles had to be refined first.

V. **Wisconsin 5 A Day Coalition (Mission, Vision, and Roles):**

- a. **Initial Questions about the Coalition:** The first questions raised in the group were "What is the 5 A Day Coalition?" and "What do I get out of being involved?". The following ideas/comments/issues arose during the group discussion:
- The 5 A Day Coordinator position is funded under the CDC Nutrition and Physical Activity grant, which means the coordinator will have more time and resources to devote to 5 A Day.
 - As a group, we want to raise awareness about 5 A Day, which ultimately would lead to increased fruit and vegetable consumption.
 - We want to see behavior change, possibly achieved by marketing.
 - We may need a specific focus or target audience; don't want the coalition to have such a broad agenda.
 - We need to be aware that the public may include vegetable lovers versus fruit lovers.
 - What type(s) of surveillance regarding fruit and vegetable consumption is currently available? As a coalition, how would we contribute to the surveillance of fruit and vegetable consumption? We currently have access to data via BRFSS and YRBSS (Youth Risk Behavioral Surveillance System).
 - How can we effectively get the 5 A Day message out? Chronic Disease Program and school-based newsletters.
 - Influence of worksite and school wellness policies may be beneficial.
 - Some of the present barriers to success of the coalition are that we are "missing key people who should be at the table" and volunteers have a "general lack of time". The other issue that arose is that the coalition has been revitalized SEVERAL times in recent years. Past members

have not seen success and may be wondering why they should “come to the table” again.

- The coalition should review/use the Team Nutrition Education Standards.
- Fruit and vegetable growers’ brochures could become a part of the new 5 A Day Ordering System. Thus, the 5 A Day Program could assist with distribution.
- What is the current research on 5 A Day? Wisconsin Cranberry Association has funded research done by the Produce for Better Health Foundation.
- What are other state 5 A Day programs doing?

b. **5 A Day Coalition Mission/Vision:** The group decided on the following statements:

- **Mission:** To increase fruit and vegetable consumption, infuse multiple spheres of influence with the 5 A Day message in Wisconsin.
- **Vision:** To increase fruit and vegetable consumption in all Wisconsin residents.

c. **5 A Day Coalition Roles:** The group discussed the following proposed roles for the coalition:

- Increase awareness about the ease of eating 5 A Day
- Showcase the health benefits of eating fruits and vegetables
- Integrate the 5 A Day message into existing programs (i.e. DHFS Chronic Disease Programs)
- Bring private and partners together to influence fruit and vegetable consumption
- Influence choices on menus at restaurants and other venues
- Educate consumers; they have the right to ask
- Advocate for more nutrition education in Wisconsin schools
- Be advocates/influence policies surrounding fruits and vegetables
- Put together a statewide effort for 5 A Day Month every September
- Utilize existing coalitions, particularly WINPAW and the 45+ local nutrition and physical activity coalitions
- Connect with Team Nutrition schools in Wisconsin
- Make 5 A Day a part of events (i.e. National Family Day, National School Lunch Week, National Nutrition Month, and National Cranberry Month)

d. **Basis for 5 A Day Goals & Objectives:** As goals and objectives will be further resolved at the next coalition meeting within the new workgroups, the coalition began to discuss the following possible items as the basis for the 2005 goals and objectives:

- Policy and advocacy for fruits and vegetables; utilize chronic disease program partners
- Use existing interventions/ideas as basis for development of the coalition’s future projects (University of Minnesota has done extensive

research of adolescent fruit and vegetable consumption, competitive foods and pricing, and A La Carte choices.)

- Use or implement more practical, reduced-cost applications and interventions
- Use the Child Nutrition Reauthorization Act's wellness policy requirement as a way to increase awareness about fruits and vegetables
- Utilize partners; specify their specific roles and attributes
- Implement strategies that foster more promotion of fruits and vegetables
- Utilization of social marketing strategies when promoting fruits and vegetables.

VI. Structure of Coalition: The group felt that the current structure of the coalition needed to be reassessed. **The following workgroups were proposed:**

- **Consumer & Education Awareness** (Members: Lisa Stark, Karen Kritsch, Tony Zech, & Jodi Klement)
- **Schools** (Members: Julie Allington, Sandy Poehlman, & Doug Wubben)
- **Business & Industry** (Members: Judy Mayer-Kieckhefer, Tom Lochner, & Diane Moreau-Stodola)
- **Policy & Advocacy** (Members: Pat Zapp (possibly))

There was also discussion about having a 5 A Day Coalition Steering Committee, as well as a Department of Health and Family Services Chronic Disease Program Representative.

VII. 2005 Meeting Schedule: The group's discussion on the 2005 meeting schedule included meeting less frequently as a whole group and more frequently in the smaller workgroups. It was also suggested that we take a look at other states and their 5 A Day coalition structure and meeting schedules. It was decided that our next 5 A Day Coalition Meeting would be held on Friday January 21, 2005 from 9:00 am to 1:00 pm (location to be determined).

Next Meeting:

Friday January 21, 2005 from 9:00 am to 1:00 pm (location to be determined)